



SIERRA MADRE NEWS



PUBLISHED WEEKLY

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Red Cross Fund Growing — Do Your Bit

RED CROSS APPEAL REVEAL FINE SPIRIT OF SELF SACRIFICE

Splendid giving has characterized the response to the appeal for the Red Cross War Relief Fund in Sierra Madre.

Nothing like the outpouring of money for this great cause has ever been seen here. Returns made by canvassers have been so full of surprises that those in touch with affairs have run out of exclamatory terms.

When Does It Begin to Hurt?

The appeal to "give till it hurts" has been met by a great many persons. But the variation in the contributions indicates how greatly people differ in their susceptibility to a pain in the region of the pocketbook.

There is no need to question motives. But when a perfectly able bodied family which maintains a pleasure automobile makes a virtuous show in giving the same amount as a laboring man with sickness in his family, the contrast is striking.

Where the Money Comes Easiest

Another striking fact about cases of giving till the pinch is not only real but apparent, is that no effort is required on the part of solicitors. That is the universal testimony.

The most striking cases of self sacrifice have been purely voluntary. All the givers needed was the opportunity. The most argument and the most talk about sacrifice has come from people whose ideas of hardship consist of cutting down their gasoline supply or in not having so many extra clothes.

Inspiring Examples

Many touching incidents have come to light. Members of the various teams report some illuminating lessons on human nature. Big, generous donations have been found in most unexpected places. Sympathetic hearts have made responses calculated to bring tears to the eyes of the most indifferent.

Several gifts of \$100 dollars have been recorded. But the biggest hundred of all, the donation which stands out, perhaps, in the estimation of all the workers as the most magnificent, is one hundred dollars cash from Miss Georgiana Coff, the elderly housekeeper of Miss Alice Tufts. Here is one of the gifts which took no persuasion. She simply was convinced of the necessity for taking care of "our boys"—meaning several nephews and cousins of Miss Tufts, and others like them. Various people estimated that if all Sierra Madre people would give proportionately according to their means the total would range from \$100,000 to \$500,000.

Sympathy, Not Destruction

One young man with the burden of a family in which there is sickness on his hands and only his daily wages for support, said to a solicitor:

"Of course I'll do what I can, and whatever I do is going to hurt. If you came for a contribution to help carry on the war you wouldn't get a red cent. But my brother is going to fight and may be called any time. I want him and the rest to have proper care. My wages don't provide very well for our family, with sickness and high expenses. The best I can do is only \$4 on each of the four monthly payments. I'll give \$16 in all and wish it were a lot more."

Cutting Into Income

In another case an elderly man in poor health expressed the most heartfelt regret at being able to give only ten instead of ten hundred dollars. Later he phoned the solicitor to call again because unexpected circumstances had made it possible to double the amount. The gen-

SOLDIERS TO HAVE HOME NEWS HERE

This Paper Will Be Sent to All Whose Addresses Are Furnished

It will be a pleasure to the publisher of the News to send this paper regularly to all Sierra Madre boys serving in the army or navy. If the relatives of the boys will take the trouble to send their names and addresses to the News office they will be placed on the mailing list at once, absolutely without charge.

It is the wish of the publisher to join in every movement, for the happiness and well being of these boys who are honoring Sierra Madre by entering the service of their country. Camp life and active service will be hard enough at the best. Perhaps the home paper will be a welcome visitor. It is up to the people who can furnish the names and addresses.

CONGREGATIONAL CHURCH

Rev. C. C. Wilson, the new pastor, will preach both morning and evening at the Congregational Church next Sunday. Special music postponed from last Sunday on account of the torrid weather, will be rendered, including a solo by Miss Gertrude Cook, "How Lovely are Thy Dwellings."

CIVIC LEAGUE MEETING

There will be a meeting of the Sierra Madre Civic League next Tuesday evening, June 26, in the Woman's Club House. The public is invited to attend.

Hon. Griffith Davies and Mrs. Davies returned to their home in Seattle last Friday after spending several months in Sierra Madre. During their stay they won many warm friends here who are hoping for their return to Sierra Madre.

True patriotism and spirit of sacrifice back of his gifts are proven by the fact that he had recently invested a large amount from his life's savings in Liberty Bonds. The lower rate of interest which he accepted on these bonds was enough to make a serious cut in the income which provides his simple living.

PROGRAM WILL CLOSE WOMAN'S CLUB YEAR

Installation of Officers at Close of Interesting Program

The meeting of the Woman's Club next Monday will be the last meeting of the year. Mrs. H. I. Hawxhurst promises an unusually interesting program. Mrs. Madge Moore Parmenter of Los Angeles will give a talk on "Joys of Newspaper Life." Mrs. Parmenter is a member of the Los Angeles Press Club, and an ardent worker for the Red Cross.

Through the efforts of Miss Verena Yule, an interesting number will be presented by Lillian and Jean Hyatt, grandchildren of Mrs. F. A. Hyatt, a well known musician, now living in Sierra Madre. These performers are respectively 12 and 10 years of age and perform on a number of instruments, Miss Lillian playing the mandolin, guitar, bells, zither and piano, while Master Jean sings and dances. Both children have studied under Mrs. Hyatt and have appeared in public performances for some time past. At the close of the program the Shamrock trio will sing a medley of allied national anthems, with accompaniment by Mrs. Flather. Installation of officers will follow the program.

At a meeting of the board of directors on Monday, the retiring board voted to give twenty-five dollars to the campaign fund for the Red Cross, and it was also suggested that the club co-operate with the Red Cross by dividing the receipts of all entertainments given during the summer. While the suggestion met with general approval, no action was taken as this decision would fall to the incoming board of directors.

The new residence which Mr. and Mrs. M. G. Lawrence are building on the property recently purchased from Mrs. Elizabeth Borglum is rapidly taking shape. The improvements which are under way indicate that the most will be made of the magnificent building site and it will be an important addition to the list of attractive homes in Sierra Madre.

EFFICIENCY CLUB AMONG EMPLOYEES

Gas Company Workers Meet to Discuss Methods For Best Work

Sixteen employees of the Southern Counties Gas Company in the Monrovia District, comprising the cities of Sierra Madre, Arcadia, El Monte, Monrovia and South Santa Anita, held their regular meeting last Tuesday night at the Monrovia Office of the company. These employees of the Gas Company, banded together under an organization known as the Efficiency Club, meet at regular intervals for the purpose of taking up matters which effect the service and development of the business in this district.

Gordon Edwards is president of the Efficiency Club and Miss McDougal is the secretary. The first hour of the Tuesday evening session was devoted to talks and subjects dealing with the company's service while the social hour featured the latter part of the evening.

The Monrovia District Efficiency Club is similar to the various other district organizations of the Southern Counties Gas Company in Orange County, at Santa Monica and at Long Beach.

HANDSOME FOLDER FOR THE SPORTSMAN

The Northwestern Pacific R. R. has added another to its issues of attractive advertising literature in the form of a 15-page illustrated folder devoted exclusively to hunting and fishing in Marin, Sonoma, Mendocino, Lake, Humboldt and Trinity counties.

Half-tone cuts depict scenes along river, lake, mountain and marsh, with fish and game in alluring evidence. It also contains an admirable map of the line, which shows in detail roads and streams adjacent, and contains a list of resorts and lodges that cater to the huntsman and angler.

The thoroughness with which the varieties of fishing, the seasons and locations, are set forth makes it a valuable asset to the sportsman.

THURSDAY LONGEST DAY OF THE YEAR

Sun Put in Extra Long Hours But the Weather Was Fine

Thursday was the longest day of the year.

The sun appeared at 4:41 o'clock yesterday morning. It set at seven minutes after seven at night. For fourteen hours and twenty-six minutes it was above the horizon.

The sun will keep setting a little later for a few days, but it will also rise later. Today it will not be above the horizon so long by a minute or two, as it was yesterday. This is due to what is known as the "equation of time." It is the difference between mean and apparent time.

Why was it the longest day of the year? Because the sun is the farthest north and so may be seen longer. In the Southern Hemisphere it was the shortest day. The shortest day here will be December 21, next.

PARENT-TEACHER

The last meeting of the school year of the Parent Teacher's Association was held Wednesday afternoon in the Kindergarten building. A large number of parents and teachers were present.

After the business of the association had been attended to Mrs. Hyatt and her pupils gave a very interesting musical program.

Miss Vera Hartman delighted the ladies with two whistling solos, accompanied at the piano by Miss Kraft. The officers for the new year were installed.

Mrs. Miller was awarded the picture permanently, she having won it three times successively.

Refreshments were served by the hostesses of the afternoon, Mrs. Lees and Miss Stafford and Miss Harris.

THE EPISCOPAL CHURCH

Church of the Ascension, the Rev. Dr. Geo. H. Cornell, Rector. Vested choir. Nativity St. John the Baptist. Sunday School 9:45. Morning prayer and sermon 11 A. M. All are invited. The Rev. Hibbard of Pasadena will probably officiate.

MORE THAN HALF OF \$5,000 WAR RELIEF FUND IS SUBSCRIBED

Returns of the Sierra Madre teams in the great Red Cross relief fund campaign:

TEAM No. 1.—\$174.00

Louis Dietz, Captain, W. J. Lawless, A. T. Gay, C. C. Montgomery, M. D. Welsher.

TEAM No. 2.—\$394.50

Miss T. H. Graham, Captain, Mrs. W. E. Walker, Mrs. T. H. Flather, Mrs. F. P. Sperry, Mrs. L. LeVeaux.

TEAM No. 3.—\$536.00

Arthur Johnson Jr., Captain, C. J. Pegler, H. T. Fennel, J. C. Dickson, Greer Caskey.

TEAM No. 4.—\$1240.50

Mrs. M. D. Goodfellow, Captain, Mrs. J. T. Mason, Mrs. R. H. Mackerras, Mrs. W. W. Collins, Miss Elizabeth Steinberger.

TEAM No. 5.—\$127.00

A. G. Stone, Captain, J. N. Hawks, T. M. Webster, W. S. Hull, E. F. Ballou.

Total to Thursday night, \$2472.00

Just before the News forms closed receipt of a check for \$500 was reported. This gives the fund such a substantial boost that the committee feel confident \$5,000 is not an impossible goal. The last \$2,000 will be hardest. It depends on EVERYBODY doing ALL they can and doing it promptly. Now is the time. Don't wait on the other fellow.

With approximately half of Sierra Madre's \$5,000 allotment subscribed, it will take strenuous work to reach the goal. Results so far achieved prove that it is not impossible.

Honors in the canvass so far as results were tabulated last night by Campaign Manager J. D. Mackerras go to the team captained by Mrs. Goodfellow. That team reported more than double the subscriptions of any other, though Team No. 3 made a big jump yesterday and has made substantial gains this morning which are not included in the tabulated returns.

Giving Bonds

Included in the donations are about \$750 in Liberty Bonds. This does not include the \$50 bond subscribed by the Board of Trade.

So far 141 persons have made subscriptions. Of these six are for \$100 each, 9 for \$50, 8 for \$20, 1 for \$16, 3 for \$15, 29 for \$10 and 61 for \$5. The average donation so far is about \$15.00.

Don't Wait For Call

Persons who have not yet been approached for a donation need not wait for a solicitor. Solicitors have been unable to reach many persons assigned to them. It would greatly facilitate the work if all persons who have not been approached would get in touch with one of the solicitors named above. The time is short and while the committees are making an effort to reach every one it may be impossible in the short time remaining. Don't wait to be coaxed.

Cash or Installments

Don't forget that if it is inconvenient to pay cash, you can make your donations in four payments on the first of July, August, September and October. Liberty bonds are just as welcome as cash.

STATE C. E. CONVENTION AT RIVERSIDE

The California State Christian Endeavor Convention opens at Riverside Wednesday June 27th. and closes July 1st. Nearly four thousand Endeavorers are expected to be present. A good delegation from each society in Los Angeles County is urged to attend.

PROFESSIONAL CARDS

R. H. Mackerras, M. D.
Office 138 W. Central Ave.
Phone Main 53
Hours: Monday to Friday 1-3 p. m.
Saturday, 10-11 a. m.

LLOYD L. KREBS, M. D.
Residence—72 W. Alegria
Phone Main 111
Hours—11-12:30
Office, 4 N. Baldwin Main 60

GEORGE W. GROTH
Physician and Surgeon
Osteopath
Blue 144 N. Baldwin

ELLA SHEPARD BUSH
PORTRAIT PAINTER
223 West Laurel Avenue
Phone Green 41

G. F. SWANSON
Piano Tuner
20 Years Experience
Local References
547 N. Chester, Pasadena

THE SIERRA MADRE SHOE HOSPITAL
Why not take your Sick Shoes to the Hospital where you get good honest work. The prices are as cheap as the High Cost of Materials will permit.
All Work Guaranteed.
31 E. Montecito

ALLEN T. GAY
Undertaker and
Funeral Director
Lady Assistant
AUTO AMBULANCE
Main 93 201 W. Central

Transfer and Express
J. C. WHYTE
—Phones—
Blue 55, Green 85
Kersting Court

Sierra Madre Feed & Fuel Co.
ANDREW OLSEN, Prop.
All kinds of stock and poultry feed. Best grades of fuel
TRANSFER
Main 50 Res. Black 24

GOOD REAL ESTATE BARGAINS
FIRE INSURANCE
AUTO SERVICE
Notary Work at your home or my office, Baldwin and Central
S. R. G. TWY-CROSS
Green 2—Black 11
JITNEY SERVICE
To all parts of the city—15 cents
Call Green 85

P. E. TIME TABLE	
Leave Los Angeles	Leave Sierra Madre
A. M.	A. M.
7:45	8:10
8:55	9:00
7:06	7:30
7:55	8:05
8:56	9:16
10:07	10:16
11:07	11:16
P. M.	P. M.
12:07	12:16
1:07	1:16
2:07	2:16
3:07	3:16
4:06	4:15
4:35	5:14
5:06	5:35
5:41	6:10
6:08	7:11
8:00	9:07
9:55	11:07
11:55	

† Via South Pasadena.
*Daily except Sunday.

HERE AT HOME

Mr. and Mrs. W. S. Hull and family spent the week end at Ocean Park.

Mr. and Mrs. John McNeal of Los Angeles were guests of Mr. and Mrs. I. L. Triple on Sunday.

Mr. and Mrs. Geo. E. Preston returned home on Thursday after spending a week at Redondo Beach.

John Olsen has returned to Sierra Madre for a short visit after spending six months at Flagstaff, Arizona.

The Eleven and One club spent a very pleasant evening at the home of Mrs. Merton H. Clark on Tuesday.

Beth and Kellogg Krebs were week end guests at a house party given at Balboa by Mr. and Mrs. John E. Jardine.

Miss Avis Preston attended the piano recital given by Miss Clara Dray and Sylvia Poole last Saturday at Highland Park.

Jack McEdwards arrived this week to spend the summer with his grandmother, Mrs. C. Calvert. They leave next Wednesday for Catalina.

Dr. Harry Kirschner will conduct examinations of the First Aid Class, Wednesday evening, June 27th, 7:30 P. M. at the Public School House.

Dr. and Mrs. L. L. Krebs were guests of Mr. and Mrs. William Brackenridge of Pasadena Monday night at a dinner party in honor of Cecil Fauning.

Mrs. L. L. Krebs assisted at a tea given by Mrs. Sherman Hoyt of Pasadena on Sunday in honor of Prince Troubetzky, the Russian sculptor, and his wife.

The Misses Helen Sadler, Ellen Preston and Eva Baber entertained with a delightful dinner party on Tuesday at the Sadler home as a farewell to Messrs. Robert Clark and Chas. Downs. The table was decorated with flags and hand painted place cards of soldier boys and Red Cross nurses were used. The guests included Miss Bernice Gates of San Pedro and Messrs. Byron Buttler of the Sierra Madre Villa, Art Evans and Wade Fallis. Music and dancing caused the evening to pass quickly.

Mrs. Mary R. Darling, formerly a resident and for many years a property owner in Sierra Madre, has returned here to spend the summer months.

Mrs. E. E. Per Lee and daughters, Ruth and Angeline left last week for their home in Portland, Ore. after spending nine months in Sierra Madre.

Mrs. A. D. Hawks and daughters, the Misses Ruth and Daisy are spending a couple of weeks with Mrs. L. H. Stevenson at La Jolla.

The modern Priscillas were entertained very delightfully by Mrs. Burton Andrews at the home of Mrs. W. S. Andrews on Thursday.

Mr. and Mrs. Carl Young have taken the Langton house on Ramona for an indefinite period. Mr. Young is general manager for the Illinois Electric Company of Chicago and Los Angeles.

Raymond Andrews spent last week end with his parents, Mr. and Mrs. W. S. Andrews. On his return to Ventura Monday, he was one of the many who had a chance to fight fire which is raging in the Ventura Mountains.

JURY HARD TO GET
IN BURRO CASE
Court Finds Talesmen Without
Opinions Scarce in
Sierra Madre

Trial of the case of the city against John Boyd for keeping animals for hire at his corral on Mountain Trail Avenue was begun at ten o'clock this morning before Recorder Stubbins. Although Marshal Steinberger had summoned a large panel of jurymen it became apparent at once that the task of securing a jury without bias would be a difficult task. The burro question has been under discussion so long in Sierra Madre that few people escape suspicion of having leanings one way or the other.

Do your bit by canning and preserving fruit and berries at home with Natural Gas, the ideal fuel for long cooking hours.

FINE PROGRAM OFFERED
BY LOCAL ARTISTS

Miss Helen Williams, reader and Miss Nina Kellogg assisted by other artists of merit will give the following program at the Woman's Club house tonight:

Program

Whistling—Spring Song, Mendelsohn. Harp and Cello.
Reading—A Billy Brad Story, Ellis Parker Butler.

Harp Solo—a, Au Printemps Gounad. b, Believe Me If All Those Endearing Young Charms, Old Irish Air.

Whistling—Springtime of Love, Moszkowski.

Reading—Scene from Dickens. Harp and Cello—Salut D'Amour, Sir Edw. Elgar.

Whistling—a, Song of Sleep, Somerset. b, Minuet in G., Beethoven. c, Bird Raptures, Schneider.

Reading—A Service of Love, O. Henry.

Whistling—Songs of the Nation, Lampe.

The patronesses who will assist are: Mesdames Walker, Sadler, Hawkhurst, Ingraham, Tinker, Steinberger, Farman, Welsher, R. H. Mackerras, Osgood, Dennison, F. C. Wright and Miss T. H. Graham.

PROMISING CAREER
IS CUT SHORT

Clarence J. Caine, son of Mrs. Mary Caine, passed away on Thursday at the residence on Grove street they have occupied during the past six months.

Although only twenty-two years of age, Mr. Caine had a remarkable career in the motion picture field which is so full of unusual careers. He was the author of many successful scenarios and wrote the editorials and edited the department of instructions for beginners in the Picture Play magazine, published in New York. He was also engaged in writing a book on certain phases of the subject.

Mrs. Caine will leave Saturday with the remains for their old home in Milwaukee.

LOW SUMMER FARES
TO BEACH POINTS

Pacific Electric Announces Reduction on Certain Dates

Mr. D. W. Pontius, Traffic Manager of the Pacific Electric Railway, announces that the same arrangement will be made for this summer that has been in effect during the past several years whereby excursion tickets will be sold from Los Angeles at 25 cents for the round trip; children under 12 years of age, 15 cents for the round trip, to the Beach resorts on Thursdays during the summer months except that tickets will not be sold on Thursday July 5th, for the reason that very few persons will desire to go to the beach on that date on account of the previous day being a holiday.

Tickets will be sold to San Pedro, Long Beach, Seal Beach and Anaheim Landing on June 21st and to Santa Monica, Ocean Park, Venice, Playa del Rey, Manhattan Beach, Hermosa and Redondo Beaches on June 28th. The days to be assigned to the different resorts for the months of July, August and September will be announced later.

This low fare is not considered profitable to the Company and is established for the purpose of giving those who cannot afford to pay the regular fare and make frequent trips to the Beach resorts during the summer months an opportunity to do so, and is particularly for the benefit of women and children.

Do away with the sweltering summer kitchen by using an Eclipse Cabinet Gas Range. Best for cool, clean summer cooking. For sale at the Gas Office. adv. 38

PAY CASH and SAVE MONEY

EVERY DAY CUT PRICES

NORRIS' CASH STORE

Help reduce the High Cost of Living by buying goods in bulk and save the price of the cans and packages.

Bulk Oat Meal, the lb. .07
C. & S. Special Blend Coffee, the lb. .30
National Cocoa, none better, the lb. .25
Buy Oleomargarine and save a third on your Butter Bill, the lb. .30

SPECIALS FOR SATURDAY ONLY

1 lb. Best Creamery Butter .44
Prime Rib Roast, boned and rolled, the lb. .25
Lean Beef Pot Roast, the lb. .18
Fresh Hamburger Steak, the lb. .18
Compound Shortening, the lb. .22

Our delivery system will give you prompt service and although we sell for less under our cash system, we maintain the highest standard of quality, being members of the famous Westfield Pure Food Association whose standard is even more exacting than the Government standards.

CASH BEATS CREDIT

PHONE BLACK 12

S. R. NORRIS, Proprietor of the

Sierra Madre Dept. Store

Make SHAVING a PLEASURE

No matter how keen your razor may be, the comfort of your shave is incomplete without the BEST LATHER. COLGATE'S SOAPS either in CAKE, STICK, POWDER or CREAM give this comfort.

SIERRA MADRE PHARMACY

F. H. HARTMAN, Prop.

Agent for Christopher's Ice Cream and Candies
Phone Black 25. Prompt Delivery Service

PHONE BLACK 8

22 NORTH BALDWIN

A. N. ADAMS

REAL ESTATE, LOANS AND INSURANCE

Four Close in Lots, 50x150 with curbs and side walk. Best buy in town for \$360 each.

A Bargain—5 room modern house, well furnished; 9 orange trees, Shrubbery and flowers, improved street—Terms \$1800. \$100 Cash. \$20 per month

CHEAP GAS IS A BOON
IN THIS COUNTY
South American Rates Would
Astonish the Worst
Kicker

A North American resident of Buenos Aires, using gas only in a two-burner stove in his modest home, had a month's bill for \$33.40 gold. He told an English neighbor about the bill. "That's nothing—my bill was \$40," was the reply.

Coal from which all gas is made down there costs about forty dollars a ton, so there is some excuse for the high rates for the very thin product which is served.

To the unfortunate consumers of South America, natural gas is an unknown product. But to the residents of this city natural gas, an ideal fuel, is a commonplace proposition, easily obtained, inexpensive and used generally by all consumers.

The fuel situation in this district where rich natural gas is distributed by the Southern Counties Company is little short

of wonderful in comparison with the prevailing high prices paid for gas in South America. The service, quality of the fuel and its dependability are features which the local consumer has learned to expect as a matter of course. But were a patron of the local gas company to move to one of the Southern Republics where gas is even more than a luxury, the contrast would be a severe shock.

NOTICE TO DOG OWNERS

Dog taxes are now due and license tags must be attached to the collar of all dogs. Strict enforcement of the ordinance will be effected.

H. H. STEINBERGER,
City Marshal. 37-38

When you think of cool summer coking, think of an Eclipse Cabinet Gas Range. For Sale at the Gas Office. adv. 38

FOR SALE

Six Weeks Old Cockerels—15c
W. A. EVANS
Phone Green 16

Reo Agency

Reo Agency

UNION
GASOLINE

For Speed and Power

Use a Coupon Book and Save Money

Open from 6 a. m. to 6 p. m.
Sunday until 12 only

Sierra Madre Motor Car Co.
C. J. PEGLER

Phone Blue 22

12 E. Central Avenue

Reo Agency

Reo Agency

Saturday Evening, June 23rd

Moving Pictures
Saturday Evening, 8:00

Ford Weekly

Comedy

Woman's Club House

8:00 P. M.

Adults 15c, Children 10

Fourth of July

We have a good assortment of SPARKLERS—a perfectly harmless article for indoor and outdoor celebrations

CRESCENT ICE CREAM BRICKS

Pints enough for four.....25c
Quarts enough for eight.....50c

Sander Drug Store

PROMPT DELIVERY

Phone Black 100

14 N. Baldwin (East Side)

POST OFFICE POINTERS—

Don't bother distant business houses with personal checks—send a post office money order. It is as good as coin and safe as a draft. The cost is three cents and upward.

George B. Morgridge, Postmaster

ANDREWS & HAWKS

Real Estate, Loans and Insurance

Exchange 2

27 North Baldwin Avenue

HOW TO REDUCE DISEASE AND DEATH TOLD BY ADVOCATE OF WHOLE-SOME LIVING

There are more than six hundred thousand preventable deaths in the United States every year. There are a million and a half people lying on sick-beds in the United States any day in the year who should not have been there.

Such are the declarations made in the last issue of the University of California Journal of Agriculture (published by the students of the College of Agriculture) by the distinguished economist, Irving Fisher, Professor of Political Economy in Yale University, who is to visit the University of California next fall to give the annual Hitchcock lectures.

"Human life is needlessly shortened at least fifteen years in the United States," declares Professor Fisher. Moreover, "preventable diseases even when not fatal cripple the power to work and mar the joy of living."

"I venture the opinion," says Professor Fisher, "that the average man or woman in the United States is not doing half of the work nor having half of the joy of work of which the human being is capable."

While there is now a decreased loss of life from infection by the germ diseases, there is an increased loss of life after the middle age from the degenerative diseases, such as hardening of the arteries or Bright's disease. Neglect of individual hygiene is declared by Professor Fisher the chief cause of this degeneration.

Here are fifteen rules for more scientific habits of daily living which Professor Fisher proposes as a means of keeping people well and happy, and lengthening their lives.

1. Ventilate every room you occupy, and keep the air in the house always as pure as the air outdoors.

2. Wear light, loose clothes of porous cloth, so loosely woven that air can be blown through it, for the skin needs air.

3. Spend some time in the open air every day.

4. Have lots of fresh air where you sleep, or sleep out if you can.

5. Breathe deeply.

6. Avoid eating too much.

7. Do not eat too much meat and eggs.

8. Eat various kinds of food, most people eat too much soft food. Hard foods like crusts, which require chewing, are beneficial. The danger with most is that they eat too much concentrated foods and not enough of the bulky or filling foods, such as lettuce, celery, cucumbers, spinach, asparagus, cabbage, cauliflower, beets, onions, carrots, parsnips, squash, pumpkins, tomatoes, and other garden vegetables. Some raw foods, such as fruits and salads, should be eaten each day, as these raw foods contain certain beneficial elements which are often lost in cooking.

9. Eat slowly.

10. Have your bowels move at least once each day—preferably twice—regularly.

11. Stand, sit and walk erect.

12. Avoid poisonous drugs.

13. Keep clean and avoid contagious diseases. The daily bath is desirable. The hands should always be washed before eating. Water should be boiled before drinking if its purity has not been established. Mosquitoes and flies should be kept out of the house and away from food. Fruits—especially apples—after a meal are good mouth and teeth cleaners.

14. Work hard, but play, sleep, and rest too. Laughter is healthful.

15. Be cheerful, and learn not to worry.

"The secret of life and of happiness," says Professor Fisher, "seems to be in taking one's life and work cheerfully. Almost anyone can assume this attitude if the proper desire is present."

TWO AUTOISTS ESCAPE BY NARROW MARGIN

Saved From Probable Death By Barrier at Street End

Late last week two autoists returning to Los Angeles at an early hour in the morning mistook Sunnyside avenue for Sierra Madre avenue with the result that their trip home was brought to a sudden stop.

At the end of Sunnyside there is a wash about twenty-five feet deep across which street superintendent Steinberger had constructed a heavy barrier of planking over the end of the cul-

verts. When he was summoned at about 2 a. m. he found that the machine had splintered its way through the heavy fence and the whole front end was hanging over the drop. Both the driver and companion who were unhurt said that they did not see their mistake until it was too late to avoid the accident.

Heavier planking and post are being installed in place of the old ones.

RED CROSS NOTES

Nearly 25 per cent of the population of Sierra Madre is now enrolled in the Red Cross chapter. The total is now 398.

During the past week the following names have been added: Mrs. E. F. Ballou, Mrs. Wm. Dennison, Mr. Z. Takaoka, Mrs. E. L. Stubbins, Miss Marjorie Melvin, Miss Anastasia Scanlon, Miss Madge Fisher, Mrs. Thomas Henszey, Mr. J. C. Ragsdale, Mrs. Jennie G. Maden, Mrs. Lottie M. Bechaud, Miss Elizabeth Bechaud, Mrs. E. T. Hills, Mr. Linus R. Sayre, Mrs. E. M. Hunt, Mrs. Julia E. Ferry, Mrs. John M. Lee, and Wolcott Robinson.

The increase is about 150 per cent in the eight months since Mrs. M. D. Welsher took the office of president.

The name of Thomas Henszey is added to the list of volunteers at \$1 monthly, bringing the total to 34. This is 16 short of the desired 50. Urgent appeal is made for more volunteers so that funds will be available for the purchase of materials to be worked up into hospital supplies. Names may be handed to Miss Avis Preston at the office of the Southern Counties Gas Co.

The ladies of the chapter, under the leadership of Miss Florence Vannier, served a delightful dinner in the chapter rooms on Monday night to the executive committee of teams engaged in the relief fund campaign. After the dinner the plan of campaign was outlined and the work apportioned.

LECTURE ON FOOD CONSERVATION FREE

Methods of Interest to Housekeepers Will be Taught By an Expert

Food conservation by means available to the average housewife will be the subject of a lecture to be given at the Women's Club House next Wednesday morning.

Mrs. Jessica Hazzard, who has been associated for several weeks with the food conservation work at Berkeley and has been lecturing at the home gardening headquarters in Los Angeles, will be the speaker. She will demonstrate the one-period cold pack method of canning vegetables, and processes by which surplus fruit may be preserved without sugar.

Mrs. Hazzard's services have been obtained through the efforts of committees from the Ladies Aid and the Red Cross Chapter, and the Woman's Club has offered the club house for the occasion.

The Women's Committee of the State Council of Defense asks that every community should endeavor to increase food production, and take care of all surplus by canning and drying, and pronounces this work as equal in importance in the defense of the country with military preparedness.

Women should bring pencil and paper for taking notes, and may ask questions regarding what may be planted now to advantage, and how best to prevent waste.

War and waste go hand in hand. Save on your winter fuel bill by converting your wood or coal furnace into a Gas Furnace. See the Gas Company about it today. adv. 38

WHY IS AN EDITOR? FULLY EXPLAINED BY GREEN

S. M. Green in So. Cal. Editor.—An editor is a man who sells soft soap by the year instead of by the cake.

He runs a newspaper in which he lies about the looks of the bride, the fitness of candidates, the virtues of corpses and his circulation.

The things he tells the truth about are the things he leaves out.

Newspapers are supposed to run but many of them are barely able to walk, due to too much riding by free space grafters, and too much carrying by the wholesale houses.

The popular belief is that an editor cannot live unless his subscribers pay up. That is probably why they do not pay up.

The most successful editors are not the ones who get the most out of their business, but the ones who got out of the business.

Many an editor has made good money out of the newspaper business if entirely out.

What the public seems to want an editor to make haste, not money.

The newspaper business is not so much a profession as a habit. If the habit is not broken in time, the editor will be.

After the editors, the paper manufacturers makes most money out of the newspaper business. And it would be much better for the newspaper business if the paper manufacturers were not after the editors.

One of the saddest things in an editor's life is that he has to help keep the paper manufacturer from starving to death.

Editors are said to mould public opinion. We have often wondered why public opinion was so mouldy.

Most public men are made by newspapers, which is one of the greatest objections to newspapers.

The freedom of the press is one of the grandest heritages left us by the fathers who founded our republic, but the freedom of many presses is badly clogged by mortgage, advertising contracts, and other attachments.

Real editors have to be born. For that matter, however, so do other people.

An editor never knows before he goes into the business what he knows after he gets in. If he did he wouldn't go in.

That is what an editor is.

Your furnace can be converted into a Gas Furnace for the coming winter season. Gas Heating is convenient, clean, economical and the most modern form of heating. adv. 38

News Liners

FOR SALE—Rabbits and hutches. 227 S. Baldwin. 38*

FOR SALE—25 White Leghorn and 20 Rhode Island Reds, 1 year old. 339 N. Auburn. 38*

FOR RENT—Good 8 room house with 2 toilets and in first class repair. Very reasonable rent. Call C. B. Reas, Phone Black 49. 32tf.

NURSERY TREES—Now is the best time to plant Avocadoes, Washington Navel, Valencia and Tangerine orange trees, Eureka Lemons and Pomeloes. All grown in Sierra Madre. Call at 223 San Gabriel Court, or Call at 223 San Gabriel Court, or phone Black 49. C. B. Reas. tf

FOR RENT—Pianos, Sewing Machines, Typewriters and Kodaks. M. C. Doucet. Phone Black 75. 38tf

WANTED—Valencia Oranges. Will pick same. Call C. B. Reas. Phone Black 49. 38

FOR SALE—Alfalfa hay. C. J. Pegler. Phone Black 54. 38

Sierra Madre

at the Foot of
Mt. Wilson
in Southern
California

* * *

Some of the things that help make life worth living while in Sierra Madre—

Population 2000.

Fine car service.

Area 4 square miles.

Gas and Electricity.

Charming social life.

Incorporated in 1907.

Post office of third class.

Elevation 800 to 1400 feet.

Annual rainfall over 25 inches.

Express and Telegraph service.

A paradise for the nature lover.

Beautiful homes and room for more.

Minimum fogs, mud, frost and wind.

Up-to-date business houses, all lines.

Thirteen miles of fine tamped oil paving.

5-cent car fare to Pasadena High School.

Free municipal library with fine book list.

Well established and well housed churches.

Purest water supply and municipal system.

Finest school facilities for pupils of all grades.

Board of Trade at work for better community.

Telephone exchange connecting with all systems.

Charming and varied home sites, large and small.

Fine soil and climatic conditions for fruit and flowers.

Clubs and fraternal organizations for men and women.

Fine trails to the leading mountain resorts and beauty spots.

Matchless view of mountains and valley from all parts of town.

TO REACH SIERRA MADRE

By Trolley—Take Sierra Madre cars leaving hourly at Pacific Electric Station, 6th and Main, Los Angeles. The scenic ride is the most beautiful on the Pacific Electric system. From Pasadena, take Lamanda Park car, change at El Camino.

By Auto—From Los Angeles by way of North Broadway and Huntington Drive to Colorado St., Santa Anita Ave. to Foothill Blvd. Turn north at Sierra Madre or Baldwin Ave. Or, take any route through Pasadena, then east on Colorado St., to Santa Anita Ave., then by Foothill Blvd., and Sierra Madre or Baldwin Ave.

Sierra Madre's peculiar charm has been felt and praised by nearly everyone who ever visited and lived here. Many factors combine to make the charm potent—the sense of exaltation in life on the heights; the inspiring view; the invigorating air, kept pure by the currents moving continually up and down the slope; the feeling of intimacy with the nearby mountains; the ease with which a love for outdoor life and recreation is gratified; the great variety of available homesites; the conveniences of the city with all the joys of life in the country.

It is as a home community that Sierra Madre claims pre-eminence. Here you can have a small house and lot, a larger place with fruit and garden plot, or a few acres with an orchard. Everything grows well here and Sierra Madre has suffered less from frost than any other community.

No community has a higher type of citizenship. Socially and morally Sierra Madre ranks high. There is a cosmopolitan population recruited from all over the world.

Sierra Madre has made rapid progress in the movement for civic beauty, with clean streets and beautiful homes and gardens. Public health is guarded scrupulously. The Board of Trade and city administration are constantly at work upon enterprises which promote the community welfare.

Best of All—Come and See Sierra Madre for Yourself

MICHELIN



The Michelin Universal Tread is not only Thick but it is Broad and Flat as well:

TO show this graphically we have ruled off one unit in the accompanying illustration.

Count the number of squares on the raised part of the tread. They total over 54 whole squares or more than three-fourths of the entire surface that is ruled off.

The large, flat wearing surface of the Michelin Universal means increased mileage. Once you try Michelines you will use no other. They give the utmost tire economy.

SIERRA MADRE GARAGE
Sierra Madre Garage

NOTICE OF FORECLOSURE SALE

Sheriff's Sale No. B49883

Order of Sale and Decree of Foreclosure and Sale

G. S. Hoag, Plaintiff, vs. Natalie C. White, Laurence T. White, sometimes known as Lawrence T. White, John Doe, Richard Roe and Jane Doe, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the County of Los Angeles, of the State of California, on the 1st day of June, A. D. 1917, in the above entitled action, wherein G. S. Hoag the above named plaintiff, obtained a judgment and decree of foreclosure and sale against Natalie C. White, Laurence T. White, et al defendants, on the 24th day of May A. D. 1917, for the sum of Seventeen hundred thirty-five and 48/100 (\$1735.48) Dollars gold coin of the United States, which said decree was, on the 26th day of May A. D. 1917, recorded in Judgment Book 389 of said Court, at page 218, I am commanded to sell all that certain lot, piece or parcel of land situate, lying and being in the city of Arcadia, County of Los Angeles, State of California, and bounded and described as follows:

Lot seventy-one (71) tract number eight hundred eight (808) in the city of Arcadia, as per map recorded in book 16, pages 82 and 83 of maps, in the office of the county recorder of said county.

Together with the tenements, hereditaments and appurtenances thereunto belonging or in anywise appertaining.

Public notice is hereby given, that, on Tuesday the 10th day of July, A. D. 1917, at 12 o'clock M. of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment, with interest and costs, etc., to the highest and best bidder, for cash gold coin of the United States.

Dated this 14th day of June, 1917.

JNO. C. CLINE,
Sheriff of Los Angeles County.
By W. T. Osterholt, Deputy Sheriff.
Leonard Evans, Plaintiff's Attorney.
37-40

NOTICE OF FORCLOSURE SALE

Sheriff's Sale No. B50335

Order of Sale and Decree of Foreclosure and Sale

Katherine P. Weatherbe, a widow, Plaintiff, vs. Roxana LeRoy, a widow, Title Guarantee and Trust Company, a corporation, John Doe, Jane Doe, Richard Roe Company Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the County of Los Angeles, of the State of California, on the 25th day of May, A. D. 1917, in the above entitled action, wherein Katherine P. Weatherbe, a widow, the above named plaintiff, obtained a judgment and decree of foreclosure and sale against Roxana LeRoy, a widow, et al defendants, on the 18th day of May, A. D. 1917, for the sum of Twelve hundred thirty-one and 74/100 (\$1231.74) Dollars gold coin of the United States, which said decree was, on the 22nd day of May, A. D. 1917, recorded in Judgment Book 389 of said Court, at page 204, I am commanded to sell all that certain lot, piece or parcel of land situate, lying and being in the County of Los Angeles, State of California, and bounded and described as follows:

Lot four (4) and the west ten (10) feet of lot five (5) of the Norris Tract a subdivision of part of lot fourteen (14) of the Sierra Madre Tract as per map recorded in book 17 page 6 miscellaneous records of said county.

Together with the tenements, hereditaments and appurtenances thereunto belonging or in anywise appertaining.

Public notice is hereby given, that, on Monday the 2nd day of July, A. D. 1917, at 12 o'clock M. of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment, with interest and costs, etc., to the highest and best bidder, for cash gold coin of the United States.

Dated this 7th day of June, 1917.

JNO. C. CLINE,
Sheriff of Los Angeles County.
By W. T. Osterholt, Deputy Sheriff.
K. M. Ham, Jr., Plaintiff's Attorney.
36-39

THE SIERRA MADRE NEWS

GEORGE B. MORGRIDGE Editor and Publisher

An Independent Newspaper devoted to the dissemination of local news and to the development of Sierra Madre

Published Every Friday
Subscription \$1.50 Yearly, in Advance
Single copies 5 cents; 50 cents a dozen

Entered as Second Class Matter at the Post Office at Sierra Madre, Cal.
OFFICES ROOM G, KERSTING PLACE, Opposite Pacific Electric Station.

Telephone Black 42 (Either System)
Official Newspaper of the City of Sierra Madre

MORE ABOUT CAMPS IN BEAR LAKE REGION

Outing Possibilities Within the Reach of Southern Californians

(Continued from Last Week)

Green Valley

An old mountain ranch, this lies half way between Pinecrest and Big Bear valley on the crest road. A store has been established and the surrounding forests afford many delightful camping spots.

Clinemiller

The beautiful valley of the Fawnskin has lain hidden in the hills for all these years admired by its summer visitors, but attracting no particular attention until its probabilities for exploitation were discovered by some astute realty dealers of Los Angeles. It has been subdivided and now at the mouth of Trout creek on the shores of Big Bear lake there is coming a dream city, the like of which is not to be found in all this mountain region. Three hundred twenty lots have been sold, a large hotel is under construction by Messrs. Cline and Miller, a sawmill is being erected and as fast as lumber can be provided, one hundred privately owned homes will be erected. The surroundings are uncommon and unusual restrictions are therefore being imposed. No buildings will be permitted unless constructed of logs, slabs or stone. The cutting of timber is forbidden unless by permission, which will be refused in every case if the falling of trees threatens to destroy the contours and skylines of the forest. The prospective builders and residents of the place come from among the widely known and influential people of Los Angeles and among them there exists great unanimity of spirit and the result will be many unique, beautiful and costly homes in a region that was but recently taken from the primitive condition.

Arrangements are being made to care for about 100 people in temporary accommodations and it is expected that many visitors who are building will be upon

the ground during the summer.

Camp Eureka

After leaving Clinemiller the first of the Big Bear lake resorts proper is Camp Eureka. With its associated seekers for popular favor it offers all the charm of the regions. Its present capacity is 75 people in housekeeping cabins. A nearby store and other urban conveniences are likely to bring the place to the favorable notice of many mountain visitors.

Knights

This is easily the most famous of all the mountain retreats. Big Bear valley before Knight's was prehistoric. A store, a garage, a large diningroom, an immense dance hall of massive construction, and individual cabins, bring the total number of buildings of this group up to 75. To this number, 40 cabins are to be added at once. Its entertaining capacity is 125 with a record of more than 5000 entertained during the season of 1916.

Mr. Knight himself is a recognized authority on all matters pertaining to fish and fishing in the lake. These are some of the facts elicited in a recent interview. There are more than 3,000,000 trout in the lake, not less than 40,000 were taken from its waters during the past summer. In the spawning season just closed the experts of the state fish and game commission estimated that the mouth of North creek alone exhibited 350,000 struggling fish fighting to reach the shoals on which to spawn. There are three other creeks with almost equal amounts and estimates of the total number of fish in the waters of the lake is considered very conservative. About 300 boats are in commission, 150 for public use by rental, the balance being privately owned. The fleet is constantly increasing.

Pine Knot

Pine Knot is a pretentious mountain sanctuary, a group of 78 buildings, including dining room, office, store, stage office, laundry, servants' dormitories, garage, billiard hall, ladies' social hall, dance hall, cabins and lavatories in addition to a capacious garage for guests. Like all the mountain resorts, it has a privately owned supply of unfailing springs in the high hills behind it, affording a constant supply of wholesome and portable water.

The Pine Knot payroll musters 56 people; its total guest capacity is 165; its diningroom has a seating capacity of 156 and during the past summer a total of 6,500 persons passed through its open gates and enjoyed its bountiful hospitality. The Pine Knot fleet on the lake under the command of Commodore Grant consists of two power boats, 56 rowboats and 18 canoes. The launches make two daily trips around the lake and have a capacity of 45 people.

I. S. Ranch

This has been a private camping ground, but has recently been subdivided into lots of one-third acre and is being rapidly sold to permanent visitors. A large hotel enterprise is taking shape and another season will witness the inaugural of a large and pretentious hostelry.

The forest rangers are authority for the statement that 1000 people were constantly in Big Bear valley during the summer season and about 50 people remained during the winter. As

Lawn Mowers

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Order from your grocer, druggist or wine merchant, or direct from the American agents, the NATIONAL NON-ALCOHOLIC WINES, LTD. California branch office: Mount Tara Springs, Sierra Madre.

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MONROVIA LAUNDRY CO.

Sierra Madre Phone Green 85 Monrovia, Cal.

is full to capacity the season through.

Forest Home

This well known retreat is located in Mill Creek canyon and care comfortably for more than 250 people. It enjoys all the natural advantages of mountain and wood and adds to their lore a private fish hatchery to supply its tables with trout.

General Facts

These forests have little underbrush, being open parks. Enteric disorders, so common in many mountain regions, are unknown because of uncontaminated water supply. Snakes are uncommon except in deep and rocky canyons, mosquitoes and many comfortable homes are being built, Big Bear valley is not unlikely to become a permanent community.

Seven Oaks

Visitors to the mountains a generation ago knew this lovely spot located on the banks of the Santa Ana river. It has accommodations for about 75 guests and

gnats are almost negligible and poison oak is not found in the open forest.

The resorts in the nearby mountains, including the region as far as Little Bear Lake, can easily care for 1000 people; the stage company can transport 1000 people daily and it would not be impossible to entertain a visiting convention of that number among the most unique surroundings on the globe.

Big Bear Valley could care for an equal number and as both sections are expanding rapidly they are likely to attract worldwide attention and become the mecca of visiting thousands.

Goldberg will pay 6 cents for good sacks and \$1.00 per hundred lbs. for newspapers bundled without magazines. I. B. Goldberg. Black 142. 34tf.

For hot water in your home, night and day, buy an automatic Gas Water Heater at the Gas Office. Adv. 38

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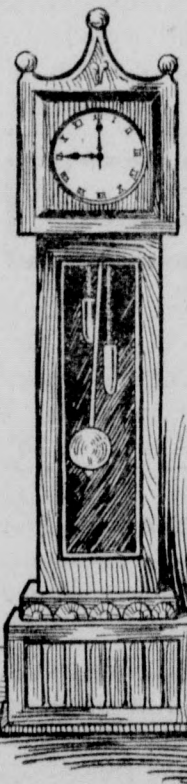
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